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## PECULIARITIES OF BUSINESS PRESENTATIONS

*Annotation. The peculiarities of business presentations were analyzed. The useful of information of it may be used by students at the university, in their work as it is necessary to know presentation techniques and the ways of communications with the audience from different cultures.*

*Анотація. Проаналізовано особливості ділової презентації. Її корисна інформація може бути використана студентами університету в їх роботі, так як необхідно знати методи презентації та способи комунікації зі слухачами різних культур.*

*Аннотация. Проанализированы особенности деловой презентации. Её полезная информация может быть использована студентами университета в их работе, так как необходимо знать методы презентации и способы коммуникации со слушателями различных культур.*

*Key words: business presentation, presentation techniques, signposting, effective organization, intercultural awareness.*

The aim of the article is to analyze peculiarities of business presentations.

The topicality of the article is determined by the fact that business presentation is a significant part of our modern society. Businesses use presentations as a simple and vivid way to present information, which increases essential chances to represent necessary ideas. Good presentation skills, techniques are essential in today's workplace.

Nowadays we are entering a new epoch of modern civilization development-the epoch of information society development. Information is a primary factor, which determines the development of world community. One of the most successful types of public communication in business area is business presentation. Using an effective presentation you can demonstrate a product, service; represent a group, company, and department; suggest a solution, a new concept.

The useful information of this article may be used at our university, in our work, because it is necessary to know presentation techniques, how to report facts and to prove your point of view, because it can help you to move up the ladder and to improve your professional skills. That is the practical value of this article [1].

The effective organization of information means that, firstly, the structure must have a clear beginning, middle and end, i. e. to be transparent, and secondly, main and supporting points should be clearly identified.

When structuring the presentation, check that the basic steps help you to achieve the overall objective.

Many successful introductions include the information about the main points to be  
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them. This is called signposting. Signposting your presentation will help you to define the limits of the presentation and to focus the audience on the aspects of the topic you want to talk about. For signposting you can use expressions like this: "I'll be developing three main points... First, I'll give you... Second... Lastly... ", "My presentation will be in two main parts. In the first part I'll... And then I'll... " [2].

Presentation is a talk given by a speaker to audience. The effective organization of information means that the structure must have a clear beginning, middle and end. The main purpose and the main points, which you will include in the presentation, should be briefly stated in the opening part of the presentation.

A presentation can be categorized on the basis of the types of business presentations that commonly occur. One form of categorizing presentations is in terms of the relationship of the audience to the presenter; in this respect, a presentation is the one of two types: internal and external. Also the presentation may be categorized in terms of the predominant characteristics of the presentations, as follows: promotional, informational, down-line and up-line. Presentations may be distinguished into 3 types depending on their purpose: informative, persuasive and goodwill.

Every speaker must use some presentation techniques. First of all he/she must understand what he/she is saying, present as many facts as possible, know what impact he/she wants to have and can target audience accordingly, consider the alternative proposals and opposition and be enthusiastic. Answering questions is a very important part of any presentation. You must listen to the questions carefully and answer them as straightforwardly as possible. If you are asked a question and you do not know the answer, it is better to admit your lack of knowledge, but try to find the answer for a later date. Bluffing can work some of the time with some people, but you must be aware of the hidden experts [3].

Intercultural awareness is necessary for interaction between people from different cultures. It minimizes the possibility of misunderstanding and/or the causing of offense through intercultural mishaps. It is a means to maximizing the potential of business relationships through the utilization of intercultural differences productively.

One of the most successful types of public communication in business area is business presentation. The ability to make a short presentation of your ideas is a key business skill that enables you to communicate statistical information, present ideas and persuade people by the strengths of your argument.

Business presentation is a significant part of our modern society. Business presentation is a simple and vivid way to present information, which increases essential chances to represent necessary ideas [4].

In this article we have tried to analyze peculiarities of business presentations. Therefore, we have defined the structure of a presentation, described the types of business presentations, explained presentation techniques and represented the ways of communicating with the audience from different cultures.

The analysis of the rules for preparing successful presentations shows that we should follow a particular structure. The structure of successful business presentation includes five steps: introduction, purpose of the presentation, menu of the main points, the main body of the presentation, summary and conclusion.

There are five stages to consider for a successful presentation: set your objective, plan the presentation, prepare the materials, rehearse and practice, be ready and prepared on the day.

To be successful in international business we should respect our own culture and be tolerant to other cultures. Cultural differences influence business strategies and operations and therefore to avoid misunderstanding with your partners we must consider cross-cultural differences.

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